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# Inside Information

United States Department  
of Agriculture

May 8, 1981

Office of Governmental  
and Public Affairs

VOLUME 3

Washington, D.C.  
20250

NO. 19

## PRESIDENT ORDERS CUTS IN PUBLICATIONS & A-V

The President ordered an immediate moratorium on the production and procurement of new audiovisual products and the printing and distribution of new periodicals and pamphlets.

The moratorium was imposed so that a comprehensive review of current and planned spending for these activities could be conducted government-wide.

A report on spending control plans and projected savings in publications and audiovisuals is to be submitted to the Office of Management and Budget by July 15, according to the President's memorandum to all heads of departments and agencies.

He said the federal government is spending too much on these activities, and that much of the waste can be traced to unnecessary magazines, pamphlets and films produced by the government and paid for by the taxpayers.

"While we must keep the public accurately informed about federal programs and activities," the President said, "I want you to weed out superfluous magazines, pamphlets, films and public service announcements, especially those that are designed primarily to improve the image of a federal program or agency."

The President also asked each department and agency to develop specific plans to prevent abuses in the future.

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## USDA PLANS TO IMPLEMENT PRESIDENT'S ORDER

Acting Assistant Secretary for governmental and public affairs Claude Gifford has outlined plans to implement the President's order on publications and audiovisual productions in USDA.

Secretary John R. Block will issue a memorandum ordering elimination of unnecessary spending on periodicals, pamphlets and audiovisuals. It will limit the number of copies to those essential to accomplish USDA's mission.

The Secretary's memorandum will exclude those periodicals, pamphlets and audiovisuals specifically described in and mandated by law.

His memorandum and his letter to the Office of Management & Budget will confirm that USDA is proceeding carefully with work that is necessary to USDA programs and missions.

USDA will conduct a comprehensive review of existing periodicals, pamphlets and audiovisuals for 1981 and planned for 1982. Those that are duplicative or wasteful, and are not essential to accomplish USDA's mission, will be eliminated.

A plan will be developed to control the future production of periodicals, pamphlets and audiovisual products, keeping them to the minimum necessary.

The USDA plan will be reported to OMB around May 15, Gifford said.

The plan will call for more detailed justifications for periodicals, publications and audiovisual products and monitoring at a higher level than previously assigned.

The monitoring will be assigned to someone who does not have operational responsibility for printing periodicals and pamphlets or producing or providing audiovisuals.

Agencies will be reminded to follow Chapters 3 and 9 of USDA regulations.

Agency field offices will be required to make quarterly reports listing title, copies produced and costs for each publication and audiovisual, including those for training purposes.

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The field offices also will be required to certify that all regional publications and audiovisuals have been produced in accordance with Chapter 3 and 9 of the USDA regulations.

Other details will be spelled out in the plan to be ready about May 15.

Further information may be obtained from Nelson Fitton, head of USDA's Publishing Center.

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#### PRODUCTION IN PURSUIT OF AWARDS

One reason some films are so expensive to produce is partly due to a hidden agenda. The producer wants the product to win an award.

"How is this possible?" asks Ron Meininger, federal visual specialist and chairman of the annual "Gold Screen" contest sponsored by the National Association of Government Communicators.

"Well, the next time you look at a film see if you can pick out the impressive techniques used that may not be absolutely necessary to achieve the program's objective but which probably added significantly to the production cost.

"In some cases," Meininger continues, "the producer may have been trying to achieve an award-winning look."

He says there are several general techniques often employed to achieve the "award-winning" look.

First is the special effects.

Next is the use of top Hollywood talent which is often designed to impress judges.

Another area is the elaborate use of expensive camera set-ups which may look good, according to Meininger, but do not necessarily enhance the film's message.

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#### SPECIAL PROGRAMS WORKSHOP SCHEDULED

A June 11 workshop/conference for farm group representatives, women in agriculture, some USDA personnel and educators is being planned, according to Sally Katt in the USDA Special Programs Center of the Office of Governmental and Public Affairs.

Purpose of the workshop is to get these groups together to share information and ideas about encouraging more attention to agriculture in American classrooms.

Secretary of Agriculture John R. Block is scheduled to meet with the group.

#### ELECTRONIC NEWSPAPERS ON THEIR WAY?

Economic realities are pushing the nation's daily newspapers to the edge of a new era: Delivery of written news to customers on their home television screens.

So says an article in the May 11 issue of U.S. News & World Report magazine.

The article points out that in the quickening pace of technology and competition, an uncharted world is appearing on the horizon for America's newspapers.

Many believe that the time is not far away when, instead of reading newspapers, millions of Americans will pick and choose stories by punching buttons on home keyboards tied into a remote computer by either cable or telephone lines.

The stories selected will be read on television screens.

On the other hand, there are doubters who see a wholesale shift from print to electronics as still decades away.

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#### FOOD SAFETY RULES SUMMARIZED

Food poisoning is the great master of disguise.

To help prevent food poisoning, USDA's Food Safety & Quality Service recently revised its publication "Food Safety for the Family."

The 11-page publication, in handy pocket size, offers safety tips for keeping food hot, keeping it cold and keeping it clean--the three key rules.

It lists sources of food poisoning and tells what to do when the freezer fails.

For a copy of "Food Safety for the Family," contact the Information Staff, Food Safety & Quality Service, Room 3606-S, U.S. Department of Agriculture, Washington, DC 20250.

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\* "Inside Information" is published for \*  
\* distribution to public affairs and in- \*  
\* formation staff members of the U.S. De- \*  
\* partment of Agriculture, its agencies, \*  
\* State Departments of Agriculture and \*  
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## ACE ELECTS NEW NATIONAL OFFICERS

Agricultural Communicators in Education have elected new officers, who will take office at the close of the 1981 annual conference in Michigan July 15.

President-elect will be Ralph Ballew of Mississippi State University. He defeated Larry Quinn of USDA's Office of Governmental and Public Affairs.

Vice-President will be JoAnn Pierce of the University of Florida, who won over Lee Shields of USDA's Soil Conservation Service.

New Western regional director will be Dave Mathis of the University of Nevada, who defeated Cleon Kotter of Utah State University.

The Northeastern regional director contest ended in a tie, between William Folwell of Pennsylvania State University and Dennis Godfrey of the University of West Virginia. A run-off election will be held.

The 1981-82 officers will serve with President Eldon Fredericks of Michigan State University. The new Secretary-Treasurer will be Hal Taylor, retired USDA public affairs director.

## AG INVESTIGATIVE REPORTING MEET SET

The first national conference on investigative reporting in agriculture will be held August 28-29 at the University of Missouri campus at Columbia.

The program will begin with an "introduction to investigative reporting," including techniques and government documents, by John Ullmann, executive director for investigative reporters and editors at Missouri.

Jim Risser, Des Moines Register, will report on his experiences as an investigative reporter (grain inspection scandal and soil conservation shortcomings) which gained him the Pulitzer Prize.

James Polk, NBC News; John Wylie, Kansas City Star; Jim Detjen, Louisville Courier-Journal; Herb Karner, Tulsa World; Don Muhm and Claudia Waterloo, Des Moines Register; and others from the University of Missouri journalism staff will direct sessions and serve on discussion panels.

Registrations will be taken on a first come, first served basis. Registration cost is \$65.

Contact Jan Colbert, 1-98 Ag. Building, University of Missouri, Columbia, MO 65211. Or call (314) 882-7243.

## IOWA, MISSOURI LIST JOB OPENINGS

Iowa State University and University of Missouri extension service offices have openings for communications specialists.

The Iowa State video specialist position requires a BS or BA in telecommunications arts or broadcast journalism. MA or MS is desired, and would need to be earned within six years.

At least six years experience is required for a BS/BA graduate, and at least two years for a MA/MS graduate.

The Iowa incumbent will plan and produce videocassette format educational modules for educational programs of the Iowa Cooperative Extension Service, and will function as producer, writer and editor.

Application filing deadline is May 26, or until position is filled. Position will be open July 15.

Any interested person should send a letter of application and an up-to-date resume to Leon E. Thompson, Extension Editor, 103 Morrill Hall, Iowa State University, Ames, IA 50011. His telephone number is (515) 294-4923.

The Missouri position is of associate professor rank. It requires an undergraduate degree in journalism or communications and a MS degree in communications, agriculture or related field. A PhD. is preferred.

At least five years of experience is required. Skill in writing and editing, and experience in and appreciation of other media will be helpful.

The Missouri incumbent's primary responsibility will be to provide communications leadership for new educational programs and special projects of the University of Missouri, College of Agriculture and Extension Division.

This includes planning, consulting, production and evaluation responsibilities regarding communications methods and materials.

Responsibilities also will include insuring that two-way communication takes place among the appropriate groups working on a program.

Some training and teaching duties are part of the Missouri position.

Application filing deadline is June 1. Position will be available July 1.

Interested persons should send application and resume to Richard L. Lee, Agricultural Editor, 1-98 Agriculture Building, University of Missouri, Columbia, MO. 65211. His telephone number is (314) 882-2480.



## NEW FSQS INFORMATION CHIEF NAMED

John McClung has been named new director of legislative affairs and public information in USDA's Food Safety & Quality Service.

McClung moved to the USDA agency from Feedstuffs magazine, where he was Washington bureau chief since 1973.

Prior to joining Miller Publishing Co., which publishes Feedstuffs, he was UPI reporter in California.

McClung succeeds Marilee Menard who left FSQS several months ago to become the public affairs director for the American Meat Institute.

Kevin Murray was the acting director during the interim.

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## N.C. STATE REPORTS PERSONNEL CHANGE

Lynn Padgett has joined the publications section in the Department of Agricultural Communications at North Carolina State University.

She succeeds Rone Lowe, who retired January 31 as research publications editor. Lowe had held that position since 1961.

A native of Illinois, Padgett had been in a part-time position on the NC State staff for a year.

Before that she edited publications at the University of Southern Mississippi and the University of Arkansas.

She holds a BA degree from Brown University and Masters degrees from the University of Chicago and the University of Arkansas.

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## FIRST SEMINAR FOR USDA AGENCY HELD

The first seminar for a USDA agency under the new training program of USDA's Office of Governmental & Public Affairs was held recently.

The seminar for the information staff members of the Food Safety & Quality Service took place May 7.

Deborah Smith of the USDA Publishing Center arranged the training session.

In addition to Smith, other GPA participants were Dave Sutton, acting assistant public affairs director for graphic arts; Nelson Fitton, head of the Publishing Center; and Bob Anzelmo, Edna Carmichael and Ed Poe of the Publishing Center.

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## ACE NATIONAL MEETING SET FOR JULY 12-15

Agricultural Communicators in Education will hold their annual national meeting at Mackinac Island, Mich., July 12-15.

Lorraine Kingdon, University of Arizona, will preside over the conference and workshops, with the theme, "Looking Back...Moving Forward."

U.S. Secretary of Agriculture John R. Block is scheduled to give the keynote address on "agricultural policies in the '80s."

The many workshops and discussion sessions during the three-day conference are designed to help ACE members meet today's challenges with renewed enthusiasm, according to conference planners.

"A new era of agricultural communications has begun," the ACE officials say. "Now, more than ever before, agricultural communicators need to be in tune with the changing communication needs, channels and technology."

All conference attendees registered by May 30 will receive a \$25 "early-bird" discount. ACE members' registration fee is \$85 (by May 30) and nonmembers \$110.

For more details contact Jayne Marsh, Agricultural Information Office, Michigan State University, East Lansing, MI 48824.

Agricultural Communicators of Tomorrow (ACT) also will meet at Mackinac during the same week.

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## "WHAT FARM EXPORTS MEAN TO YOU"

American farmers are the most efficient and productive in the world.

They grow far more food and fiber than can be used in the United States.

Consequently, this nation exports large quantities of farm products--more than \$40 billion worth in 1980.

To help get this message across to the public, USDA's Office of Governmental & Public Affairs has published a 15-page pamphlet entitled, "What Farm Exports Mean to You."

Sections deal with farm exports' benefits to nonfarmers, benefits to the farmers, how farm exports improve foreign relations, and how farm exports improve the energy situation.

Copies of the publication may be obtained from the Office of Governmental and Public Affairs, Room 508-A, U.S. Department of Agriculture, Washington, DC 20250.

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